

**In the Claims**

The Claims stand as follows.

1. (Previously Presented) A method for routing media comprising:  
receiving a request for media;  
determining a program in which the requested media is identified;  
creating a presentation having a presentation identification based on the program;  
generating a reservation comprising a reservation identification and the presentation;  
generating a play script comprising the reservation identification and at least one media  
identification for the requested media;  
receiving the reservation, the reservation identification, and the at least one media  
identification at a routing processor;  
validating the reservation identification with the reservation at the routing processor and  
determining a media switch configured to stream media identified by the media  
identification;  
generating an address for the media switch upon validating the reservation identification  
and determining the media switch; and  
streaming the media identified by the media identification from the media switch upon a  
session being initiated at the address.
2. (Previously Presented) A method for routing media for reception by a viewer for a  
request comprising:  
identifying at least one program in which at least a portion of the media is available;  
processing the request with at least one program rule of the at least one program to  
generate a presentation identifying the at least the portion of the media;  
generating a reservation associated with the presentation; and  
identifying at least one resource to stream the presentation for reception by the viewer  
based on the reservation.
3. (Previously Presented) The method of claim 2 further comprising:  
identifying at least one other program in which at least one other portion of the media is  
available;

processing the request with at least one other program rule of the at least one other program to generate at least one other presentation identifying the at least one other portion of the media;  
generating at least one other reservation associated with the at least one other presentation; and  
identifying, based on the at least one other reservation, if the at least one resource is configured to stream the at least one other presentation.

4. (Previously Presented) The method of claim 2 further comprising:  
identifying at least one other program in which at least one other portion of the media is available;  
processing the request with at least one other program rule of the at least one other program to generate at least one other presentation identifying the at least one other portion of the media;  
generating at least one other reservation associated with the at least one other presentation; and  
identifying, based on the at least one other reservation, at least one other resource to stream the at least one other presentation.

5. (Previously Presented) The method of claim 2 further comprising:  
identifying at least one other program in which at least one other portion of the media is available;  
processing the request with at least one other program rule of the at least one other program; and  
generating the presentation identifying the at least one portion of the media and the at least one other portion of the media.

6. (Previously Presented) The method of claim 2 further comprising:  
generating a presentation identification for the presentation and a reservation identification for the reservation; and  
generating the presentation, the presentation identification, and the reservation identification as the reservation.

7. (Previously Presented) The method of claim 2 further comprising applying a viewer profile to the at least one program to generate the presentation.

8. (Previously Presented) The method of claim 2 further comprising generating a play script for the presentation for the viewer, the play script comprising at least one media reference identifying the at least one portion of the media.

9. (Previously Presented) The method of claim 8 wherein generating the play script further comprises generating the play script with a plurality of media references identifying a plurality of media.

10. (Previously Presented) The method of claim 8 further comprising generating the at least one media reference to identify at least one media clip and a reservation identification for the reservation.

11. (Previously Presented) The method of claim 8 further comprising generating the at least one media reference to comprise a universal resource locator that identifies at least one media clip and a reservation identification for the reservation.

12. (Previously Presented) The method of claim 8 further comprising generating the at least one media reference to comprise at least one member of a group consisting of a recorded media reference, a live media reference, a media alias, and a media selector.

13. (Previously Presented) The method of claim 8 further comprising formatting the play script according to a player type for the viewer.

14. (Previously Presented) The method of claim 8 further comprising transmitting an address of the at least one resource to for reception by the viewer.

15. (Previously Presented) The method of claim 2 wherein the at least one resource comprises a switch and the method further comprises:

distributing the at least one program to the switch;

selecting the switch to stream the presentation for reception by the viewer; and

streaming the at least one portion of the media from the switch to for reception by the viewer.

16. (Previously Presented) The method of claim 2 further comprising selecting the resource from at least one member of a group consisting of a switch, a media server software of the switch, and a stream caster of the switch.

17. (Previously Presented) The method of claim 2 wherein:  
the at least one program has a program identification; and  
the method further comprises tracking the program by the program identification using a management system.

18. (Previously Presented) The method of claim 17 further comprising using the program identification to track at least one member of a group consisting of a number of times a selected media of the at least one program is streamed, a another number of times the at least one program is streamed, a viewer attribute associated with the viewer receiving the selected media from the at least one program, and at least one other media from at least the other program streamed with the at least one portion of the media.

19. (Currently Amended) The method of claim 2 further comprising using as the at least one program rule at least one member of a group consisting of a program creation rule and a program routing rule.

20. (Previously Presented) The method of claim 2 further comprising using at least one order comprising at least one order component associated with the at least one program to process the request and generate the presentation.

21. (Previously Presented) The method of claim 20 further comprising using as the at least one order component at least one member of a group consisting of a service rule identifying how a media viewing should be paid, a storage rule identifying where the media and the program will be located for physical storage, a collection rule identifying an entity collecting a payment for services rendered, a viewing rule identifying acceptable viewers that can receive the media and the program, and a settlement rule identifying how a collection is divided among participating entities.

22. (Previously Presented) The method of claim 20 further comprising using a service processor to enable entry of the at least one program and the at least one order for the at least one program.

23-109. (Cancelled)

110. (New) A system for routing media for a request for a viewer comprising:  
a management system configured to receive the request for media, to determine a program in which the requested media is identified, to create a presentation having a presentation identification based on the program, to generate a reservation comprising a reservation identification and the presentation, and to generate a play script comprising the reservation identification and at least one media identification for the requested media;  
a routing processor configured to receive the reservation, the reservation identification, and the media identification, to validate the reservation identification with the reservation, to determine a media switch configured to stream media identified by the at least one media identification, and to generate an address for the media switch upon validating the reservation identification; and  
a media switch configured to stream the media identified by the at least one media identification upon a session being initiated at the address.

111. (New) A system for routing media for reception by a viewer for a request comprising:  
a reservation system configured to receive the request, to identify at least one program in which at least a portion of the media is available, to process the request with at least one program rule of the at least one program to generate a presentation identifying the at least the portion of the media, and to generate a reservation associated with the presentation; and  
a routing processor configured to receive the reservation from the reservation system and to identify, based on the reservation, at least one resource to stream the presentation for reception by the viewer.

112. (New) The system of claim 111 wherein:  
the reservation system further is configured to identify at least one other program in which at least one other portion of the media is available, to process the request with at least one other program rule of the at least one other program to generate at least one other presentation identifying the at least one other portion of the

media, and to generate at least one other reservation associated with the at least one other presentation; and

the routing processor further is configured to receive the at least one other reservation from the reservation system and to identify, based on the at least one other reservation, if the at least one resource is configured to stream the at least one other presentation.

113. (New) The system of claim 111 wherein:

the reservation system further is configured to identify at least one other program in which at least one other portion of the media is available, to process the request with at least one other program rule of the at least one other program to generate at least one other presentation identifying the at least one other portion of the media, and to generate at least one other reservation associated with the at least one other presentation; and

the routing processor further is configured to receive the at least one other reservation from the reservation system and to identify, based on the at least one other reservation, at least one other resource to stream the at least one other presentation.

114. (New) The system of claim 111 wherein the reservation system is configured to identify at least one other program in which at least one other portion of the media is available, to process the request with at least one other program rule of the at least one other program, to generate the presentation, and to generate the reservation associated with the presentation, wherein the presentation identifies the at least the portion of the media and the at least one other portion of the media.

115. (New) The system of claim 111 wherein the reservation system is configured to generate a presentation identification for the presentation and a reservation identification for the reservation, and the reservation comprises the presentation, the presentation identification, and the reservation identification.

116. (New) The system of claim 111 wherein the reservation system is configured to apply a viewer profile to the at least one program to generate the presentation.

117. (New) The system of claim 111 wherein the reservation system further is configured to generate a play script for the presentation for the viewer, the play script comprising at least one media reference identifying the at least the portion of the media.

118. (New) The system of claim 117 wherein the play script comprises a plurality of media references identifying a plurality of media.

119. (New) The system of claim 117 wherein the media reference identifies at least one media clip and a reservation identification for the reservation.

120. (New) The system of claim 117 wherein the media reference comprises a universal resource locator that identifies at least one media clip and a reservation identification for the reservation.

121. (New) The system of claim 117 wherein the media reference comprises at least one member of a group consisting of a recorded media reference, a live media reference, a media alias, and a media selector.

122. (New) The system of claim 117 wherein the play script is formatted according to a player type for the viewer.

123. (New) The system of claim 117 wherein the routing processor further is configured to transmit an address of the at least one resource for reception by the viewer.

124. (New) The system of claim 111 wherein the at least one resource comprises a switch configured to stream the at least the portion of the media for reception by the viewer, wherein the service processor further is configured to distribute the at least one program to the at least one switch, and wherein the routing processor further is configured to select the switch to stream the presentation to the viewer.

125. (New) The system of claim 111 wherein the resource comprises at least one member of a group consisting of a switch, a media server of the switch, and a stream caster of the switch.

126. (New) The system of claim 111 wherein:  
the at least one program has a program identification; and

the system further comprises a management system configured to track the program by the program identification.

127. (New) The system of claim 126 wherein the management system is configured to use the program identification to track at least one member of a group consisting of a number of times a selected media of the at least one program is streamed, another number of times the at least one program is streamed, a viewer attribute associated with the viewer receiving the selected media of the at least one program, and at least one other media from at least one other program streamed with the at least the portion of the media.

128. (New) The system of claim 111 wherein the at least one program rule comprises at least one member of a group consisting of a program creation rule and a program routing rule.

129. (New) The system of claim 111 wherein the at least one program further comprises at least one order consisting of at least one order component.

130. (New) The system of claim 129 wherein the at least one order component comprises at least one member of a group consisting of a service rule identifying how a media viewing should be paid, a storage rule identifying where the at least the portion of the media and the program will be located for physical storage, a collection rule identifying an entity collecting a payment for services rendered, a viewing rule identifying acceptable viewers that can receive the at least the portion of the media and the program, and a settlement rule identifying how a collection is divided among participating entities.

131. The system of claim 129 further comprising a service processor configured to enable entry of the at least one program and the at least one order for the at least one program.